PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

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TO: Jim Scully DATE: February 2, 1990

FROM: Karen Eisen

SUBJECT: Next/Merit De-Nic Test Market Telephone Tracking

Attached are updated tables summarizing the results of consumer telephone tracking for Next De-Nic (week 27) and Merit De-Nic (week 23) in test market. Awareness, trial and purchase measures remain at the same levels reported previously.

Karen Eisen

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